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REMARKS

Claims 21-50 were examined and rejected. Applicant amends claims 45 and 49 and reserve the right to prosecute the former claims in a continuation or divisional application. Applicant respectfully requests reconsideration of pending claims 21-50, as amended, in view of at least the following remarks.

Claims rejected under 35 U.S.C. §103.

The Patent Office rejects claims 21-50 under 35 U.S.C. §103(a) as being unpatentable over U. S. Patent No. 5,905,736 to Ronen et al. ("Ronen") in view of U. S. Patent No. 6,141,653 to Conklin et al. ("Conklin"). To render a claim obvious all elements of that claim must be taught or suggested by at least one properly combined reference.

Applicants respectfully disagree with the rejection above and submit that independent claim 21 is allowable for at least the reason that the cited references do not teach or suggest obtaining a first set of electronic information to be displayed to a user from a first source on a network, requesting a second set of electronic information to be displayed to the user from a second source on the network, and providing data to display to the user a visual representation of the second set of electronic information as though originating from the first source, in accordance with independent claim 21. Specifically, according to claim 21, for example, after a user purchases goods or services identified by a first set of information from a first source (e.g., such as a website), a second offer for goods or services may be presented to the user as though originating from the first source (e.g., such as by being presented as if originating from the same website), although the second offer actually originates from a second different source (e.g., such as a second different website).

This requires, at a minimum, two information sources, with information from the first source presented as from the first source, and information from the second source presented as though that information also originated from the first source.

Thus, a user would receive information from both sources but only be aware of the first source.

On the other hand, Ronen teaches a credit card billing system for transmitting credit card information in a secure manner to a billing platform so that a user may interact with an internet service provider to make purchases over the internet which will be billed in accordance with the credit card information communicated to the billing platform. In the Patent Office's rejection above, the Patent Office identifies internet access provider (IAP) 104 of Ronen as a first source of a first set of electronic information to be displayed to a user, and internet service provider (ISP) 106 as a second source of electronic information to be displayed to a user as though originating from the first source. (see Office Action page 3 second to last paragraph). However, IAP 104 is not a source of information identifying a transaction to be made because IAP 104 provides access to the internet but is not a website and does not offer goods or services for purchase (see Ronen column 3 lines 26-65). Second, billing platform 108 uses transaction server 109 to interact with the user in order to obtain user billing information, such as credit card numbers to charge for transactions. Thus, billing platform 108 obtains billing information, authorizes purchases, and charges accounts, but is not a source of electronic information identifying a transaction to be made (see Ronen column 4 lines 20-39). Instead, Ronen teaches that one or more internet service providers (ISP) may provide to the user information, interactive services, and mechanisms by which the user may complete one or more transactions (see Ronen column 3 lines 26 -44 and column 5 lines 45-52). Specifically, according to the teachings of Ronen, electronic information identifying transactions, such as sales of goods or services, are displayed to the user as originating from the ISP that the electronic information actually originated from.

Consequently, the Patent Office has not identified and Applicant is unable to find any teaching or suggestion in Ronen of a second source of electronic information identifying a second transaction to be made, displayed to a user as though originating from a first source, when that information is actually from a second source, as required by independent claim 21.

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Moreover, the Patent Office has not identified and Applicant is unable to find any teaching or suggestion in Conklin that accounts for the limitations of independent claim 21 identified above. Hence, Applicant respectfully requests that the Patent Office withdraw the rejection of independent claim 21 under 35 U.S.C. §103(a) as being unpatentable over Ronen in view of Conklin because neither Ronen, Conklin, nor the combination teach or suggest the limitations described above.

Applicant submits that dependent claims 22-29 being dependent upon allowable base claim 21 are patentable over the cited references for at least the reasons explained above. Thus, Applicant respectfully requests that the Patent Office withdraw the rejection of dependent claims 21-29 as being unpatentable.

Next, Applicant disagrees with the rejection above of independent claim 30 and submits that claim 30 is patentable for at least the reason that the cited references do not teach or suggest obtaining from a first source on a network a first set of information identifying a first transaction to be displayed to a user, and obtaining from a second source on the network, data to display to a user a visual representation of a second set of information identifying a transaction as though originating from the first source, as required by independent claim 30. An analogous discussion to that made above with respect to independent claim 21 applies here. Hence, Applicant respectfully requests that the Patent Office withdraw the rejection of independent claim 30 as being unpatentable over Ronen in view of Conklin.

Applicant submits that dependent claims 31-36 being dependent upon allowable base claim 30 are patentable over the cited references for at least the reasons explained above. Thus, Applicant respectfully requests that the Patent Office withdraw the rejection of dependent claims 31-36 as being unpatentable.

Furthermore, Applicant respectfully disagrees with the above rejection of independent claim 37 for at least the reason that the cited references do not teach or suggest displaying to a user a first set of information from a first source identifying a first product or service to be purchased, and displaying to the user a second set of information from a second source identifying a second product or service to be

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purchased as though the second set of information were provided from the first source in accordance with Applicant's independent claim 37. An analogous discussion to that made above with respect to independent claim 21 applies here. Hence, Applicant respectfully requests that the Patent Office withdraw the rejection of independent claim 37 as being unpatentable over Ronen in view of Conklin.

Applicant submits that dependent claims 38-41 being dependent upon allowable base claim 37 are patentable over the cited references for at least the reasons explained above. Thus, Applicant respectfully requests that the Patent Office withdraw the rejection of dependent claims 38-41 as being unpatentable.

In addition, Applicant respectfully disagrees with the rejection above of independent claim 42 for at least the reason that the cited references do not teach or suggest obtaining from a first source a first set of information to be displayed to a user identifying a first transaction, accepting transaction data from the user to effect the first transaction, obtaining from a second source, data to display to the user a visual representation of a second set of information identifying a second transaction, and forwarding transaction data (e.g., the transaction data that effected the first transaction) to the second source, in accordance with independent claim 42. As mentioned above with respect to independent claim 21, Ronen teaches displaying data to a user from various ISPs in order to identify purchases of goods or services to be made by charging accounts in accordance with billing information stored on a billing platform. However, the Patent Office has not identified and Applicants are unable to find any teaching or suggestion in Ronen of forwarding transaction data from a user to effect a first transaction displayed to the user from a first source to a second source from which data is displayed to the user to identify a second transaction.

Moreover, Applicants respectfully submit that Conklin does not remedy the defects of Ronen discussed above regarding independent claim 42. Hence, Applicant respectfully requests that the Patent Office withdraw the rejection of independent claim 42 as unpatentable because neither Ronen, Conklin, nor the combination teaches the above quoted limitation of independent claim 42.

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Applicant submits that dependent claims 43-44 being dependent upon allowable base claim 42 are patentable over the cited references for at least the reasons explained above. Thus, Applicant respectfully requests that the Patent Office withdraw the rejection of dependent claims 43-44 as being unpatentable.

Also, Applicant respectfully disagrees with the rejection above of amended independent claim 45 and submits that amended independent claim 45 is patentable for at least the reason that the cited references do not teach or suggest providing a first set of information to be displayed to a user identifying a first transaction associated with the first source, and providing data to be displayed to the user without the user's knowledge of an origin of the second set of information and that contains a second set of information obtained from a second source that identifies a second transaction, in accordance with Applicant's amended independent claim 45. An analogous discussion to that made above with respect to independent claims 21 and 45 applies here. More specifically, Ronen does not teach or suggest that information from a source identifying a transaction is displayed to a user without the user's knowledge of the origin of the information. Additionally, Applicant respectfully submits that Conklin does not remedy the defects of Ronen discussed above regarding amended independent claim 45. Thus, Applicant respectfully requests that the Patent Office withdraw the rejection of amended independent claim 45 as unpatentable over the cited references because neither Ronen, Conklin, nor the combination teaches the above cited limitations of amended independent claim 45.

Applicants submits that dependent claims 46-50 being dependent upon amended allowable base claim 45 are patentable over the cited references for at least the reasons explained above. Hence, Applicant respectfully requests that the Patent Office withdraw the rejection of dependent claims 46-50 as being unpatentable.

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Page 13**CONCLUSION**


In view of the foregoing, it is believed that all claims now pending (1) are in proper form, (2) are neither obvious nor anticipated by the relied upon art of record, and (3) are in condition for allowance. A Notice of Allowance is earnestly solicited at the earliest possible date. If the Examiner believes that a telephone conference would be useful in moving the application forward to allowance, the Examiner is encouraged to contact the undersigned at (310) 207-3800.

If necessary, the Commissioner is hereby authorized in this, concurrent and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2666 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17, particularly, extension of time fees.

Respectfully submitted,

BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP

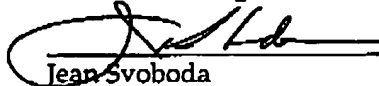
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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office, Commissioner for Patents, Post Office Box 1450, Alexandria, Virginia 22313-1450, on February 19, 2004.


Jean Svoboda